



# Land Use & Community Facilities

Plan Summary

Proposed Plan Areas

Plan Area Descriptions

Maps

*No. 3 - Land Use Areas*

*No. 4 - Conceptual Plan*

*No. 5 - Parcels by Ownership*

*No. 6 - Existing Land Use*

*No. 7 - Adopted Land Use*

*No. 8 - Zoning*



## Plan Summary

Using the issues that determined the Community Consensus items, a set of Goals and Objectives were established as the “groundwork” for beginning a discussion of land use. After land uses were developed, an implementation strategy (*see Implementation, pg. 65*), in the form of Action Steps, was determined to provide a timely progression of tasks with established parties responsible for implementation actions.

### GOAL 1: PROVIDE OPPORTUNITIES FOR MORE DENSITY, ACTIVE USES

- Objectives: 1.1 *Develop Park for local residents first, then visitors*  
 1.2 *Expand family/children’s activities*  
 1.3 *Increase residential area development to support park*

### GOAL 2: INCREASE PARK UTILIZATION

- Objectives: 2.1 *Increase and enhance open space*

### GOAL 3: PROTECT HISTORIC STRUCTURES AND CULTURAL RESOURCES

- Objectives: 3.1 *Encourage compatible uses of historic and significant structures*  
 3.2 *Increase public exposure to cultural resources*

### GOAL 4: IMPROVE GATEWAYS, LINKAGES AND WAYFINDING SYSTEMS

- Objectives: 4.1 *Define HemisFair Anchors/Entrances*  
 4.2 *Improve pedestrian connections to adjacent neighborhoods/venues*  
 4.3 *Improve physical connections to, and between Park amenities, Convention Center and River link*  
 4.4 *Improve marketing of site and programming of events*

### GOAL 5: IMPROVE PUBLIC AMENITIES

- Objectives: 5.1 *Provide on-site amenities*  
 5.2 *Provide access/adequate parking for vehicles, school/charter buses and public transit*

## Proposed Plan Areas

The Community Consensus issues, which established the Goals and Objectives, were used as the basis for the Master Plan development. The HemisFair Park site was evaluated by establishing a system of land use areas (*see pg. 31*). These areas were then further defined in terms of issues that addressed stakeholder and general community concerns.

The Plan Areas were established by geographic boundaries that related to the desired future uses within each site area, and are named as follows:

#### HemisFair Park site:

- 1) Alamo Street
- 2) Convention Center
- 3) Open Space/Tower of the Americas
- 4) Institute of Texan Cultures
- 5) Boulevard North

#### Adjacent Neighborhood site:

- 6) Boulevard South



## 1 ALAMO STREET AREA

The Alamo Street area, which serves as the western anchor of the entire park site, has traditionally been identified as the “entrance” to HemisFair. As the primary pedestrian access to the site, the Alamo Street area is also the location of the majority of the existing pre-HemisFair historic structures. The ability to provide continuous long-term maintenance of the historic structures is an ongoing challenge to the City. A long term strategy for rehabilitation and maintenance, and a short term strategy to determine desired/feasible uses must be addressed.



*Alamo Street entrance, looking east*



*Historic Meyer Halff House*



*Magik Children's Theater, north facade*



*Restored carousel horses, pre-assembly*



*Restored carousel opportunity*

A strong commitment toward identifying appropriate commercial uses for the historic structures was a critical comment in the public discussion. While intensive commercial activity is not desired, the opportunity to bring residents and visitors to this portion of the site through economically viable, site-appropriate venues, such as Bed & Breakfast establishments, a bike rental shop, ice cream shop, etc., is desired. In addition, there is support for limited new infill structures which are compatible with uses in the historic homes.

The Alamo Street area also contains the majority of the existing active uses, such as the Magik Children's Theater and the Downtown All-Around Playground. It is desired that additional children's activities be expanded to accommodate an even higher level of activity. The expansion of the Magik Children's Theater, to include space for black box and/or support space, the addition of playground amenities and the possible relocation of the San Antonio Children's Museum are desired enhancements to this Plan area. Due to the large number of children that arrive at the site by school bus, adequate access and loading and parking areas should be considered in future development plans. The two large surface parking lots provide a significant amount of parking, however, very little of the parking is designated for public use, due to the parking requirements for the office space occupied in the area, of which, a significant portion is City of San Antonio users. There is a desire to relocate the current office space to alternative off-site locations, to facilitate the provision of uses that more fully support the Park redevelopment plan.

Another proposed activity enhancement to the site is the introduction of a 1917 C.W. Parker Grand Jubilee Carousel. A local organization, the San Antonio Carousel Foundation, has provided a decade of volunteer hours toward the restoration of the carousel, formerly used at the San Antonio Playland Park site. On April 29, 1993, the San Antonio City Council adopted Resolution No. 931840 (see Appendix C) supporting the idea of a carousel in the park, once it was restored. The provision of a permanent housing structure and long-term maintenance of the carousel are issues which will need to be addressed and resolved by the Foundation. The integration of the carousel within a more concentrated “children's activity area” is considered a significant enhancement to the HemisFair site.





*HemisFair Park Way, looking east*

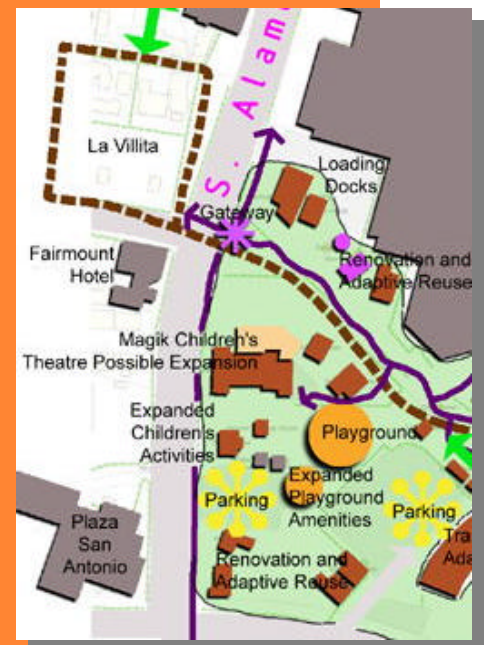


*Western Goliad Street terminus*

In addition, the ability to reinforce the original street grid pattern, when possible, should be considered; the best and most logical opportunity is the use of Goliad Street, which served as the strongest east-west neighborhood axis in pre-HemisFair days, continued as a linear axis for the Mini-Monorail line during HemisFair, continues to serve as an “alley” street behind the existing Federal Courthouse and office building complex, and terminates near the Institute for Texan Cultures. Currently, the street is owned by three separate governmental entities; the long term ability to acquire full ownership by the City would provide opportunities for integral development along the full corridor. At the western edge of Goliad Street, which serves as the primary pedestrian access to the site, the street exists as a tree-lined plaza street, currently one of the most desirable environments within the entire existing park. Located directly across Alamo Street site area lies La Villita. There are desired opportunities to establish stronger linkages between the areas in an effort to support both pedestrian environments.

## Zone 1 Summary ALAMO STREET AREA

- Identify economically viable uses for historic homes
- Require active uses such as bed & breakfast, café, ice cream shop, bike rentals
- Relocate current office uses
- Build upon current children activities
- Expand playground amenities
- Possible expansion of Magik Children's Theatre
- Possible relocation of Children's Museum to area
- Improved pedestrian connection across Alamo Street to La Villita and Riverbend
- Provide school bus access and adequate parking



*This primary HemisFair “entrance” contains the remnants of our historic neighborhood past...*

## 2 CONVENTION CENTER AREA

*One of the largest projects ever undertaken in downtown San Antonio, the Henry B. Gonzalez Convention Center recently completed a \$218M, six year expansion project, increasing the existing exhibit hall space to approximately 400,000 sq/ ft., and boasting a 40,000 sq. ft. third level area ballroom that overlooks the entire HemisFair Park. With the new expansion, the Center has helped San Antonio remain a top convention destination, and now has the opportunity to become an integral part of the Park redevelopment.*

Although public discussion on the HemisFair Plan did not focus on the Convention Center, other than to acknowledge the potential for future expansion to the east and/or north of the site, the Center was referred to as a significant-scaled structure which serves as a “front-yard” backdrop for HemisFair site activities and potential redevelopment efforts.

One goal of the Convention Center expansion was the ability to link the river with the HemisFair site. The HemisFair Plan discussion noted a desire to provide stronger pedestrian access to the Park site at both river and Exhibit Hall levels. Given the enormity of the space adjacent to the Center, the potential for use of the adjacent bermed grounds or plazas for entertainment or unique alternatives to reception and performance venues are highly desired.



### Zone 2 Summary CONVENTION CENTER AREA

- Improve connection to park
- Utilize park as “front yard” for the Henry B. Gonzalez Convention Center
- Provide outdoor amenities/performance/reception space
- Improve connections between the park and the Convention Center, including river link



*As the northern anchor site, our well-received Convention Center presents a physical challenge to river/exhibit level connections*



Tower of the Americas

### 3 OPEN SPACE/TOWER OF THE AMERICAS AREA

*The Plan Element referred to as the Open Space/Tower of the Americas area is a triangular-shaped space represented by the area formed by the Convention Center, Goliad Street and the grounds of the Institute of Texan Cultures (ITC) grounds. It also contains one of San Antonio's landmark structures – the HemisFair '68 Tower of the Americas icon. This Plan area offers the greatest opportunity to provide the most significant amount of desired land use expressed throughout the public input process - open space.*

*A strong catalyst for the HemisFair Park Area Master Plan is the planned redevelopment of the Tower. The comprehensive approach to the Tower rehabilitation, along with the emphatic support of the community for the redevelopment of the park to address the open space needs of downtown residents and visitors, provides the opportunity for this Plan element to be addressed through open space strategies, activity areas, and by providing connections within and between other plan areas.*

#### Open Space Strategy

The majority of discussion during the public participation process focused on the central portion of the HemisFair site as a place for maximizing the ability to create open space. Often referred to as the major downtown park of San Antonio, the Open Space/Tower of the Americas area offers the most promising space to accommodate a multitude of desired uses. While the current condition of the space may appear to provide the necessary area for activities, it is desired to address the long-term feasibility of enhancing the level and amount of open space. As a continued connection to the adjacent Alamo Street Plan area and its focus on Children's activities, the Open Space Plan area is desired as both a multi-generational activity space, and a multi-purpose passive entertainment venue.

#### Activities

An activity zone for all ages - whether a place for contemplative relaxation, interactive water features, walking/jogging or bike trails, or programmed activities (e.g. kiosk food sales, toy boat races, street performers, frisbee throwing, etc.), the open space zone will represent the essence of the HemisFair Park theme. In addition, there is also a desire to incorporate activities as an extension of the Convention Center and Institute of Texan Cultures, in the form of performance or reception space and to provide infrastructure for citywide special events and festivals. These activities should also be reinforced with public amenities that would benefit the entire park, such as public restrooms and additional lighting, with any requisite security.

Public support for integrating public art into a redevelopment scheme was also very strong. A comprehensive public art program within the park is preferred, and could be coordinated with the wayfinding system and any marketing strategies.



Relaxation area



Potential bike trails



Public art opportunity



### Park Structures

One of the challenges to creating more open space is the number of buildings which occupy the park. There is strong interest in encouraging compatible uses of historic and significant structures (see *Building Index*, pg. 17). One structure that has been determined Historically Significant is the Woman's Pavilion building. Designed as a permanent structure located toward the eastern end of Goliad Street, it is one of the largest of the structures and serves as an anchoring element along the street. There has been interest presented by citizen groups for the possible restoration and reuse of the building, thus a feasibility study for the Woman's Pavilion should be initiated. As a long term strategy, the removal of non-historic buildings may be considered if more open space is needed, and if current uses could be relocated to park edges for increased visibility and better access.



*Interior—Woman's Pavilion*



*Park grade arrival from River level,*



*Convention Center berm*



*Convention Center Plaza*



*Convention Center entrance from Park*



*Goliad Street - organizing site element*



*Areas for relaxation around water features*

### Connections

As the central space of the HemisFair Park, this area has the ability to provide spatial and physical connections among several site Plan areas. Due to the severe grade change between the existing River level and the park grade level, it was determined that a continuation of the river link be expressed as an east-west connection in the Open Space Plan area. This connection could take the form of a water feature, such as a small stream, that could meander through the site, with a terminus connection near the ITC.

As the entrance/pedestrian way within the Alamo Street area, the continuation of Goliad Street through the Open Space area, and on through to the ITC area serves as a strong "site-ordering" element for the entire site. Developed as a pedestrian way linking Alamo Street, the Tower and the ITC, this critical plan element is important as a primary east-west promenade, connecting Goliad Street to all future north-south linkage nodes from Durango Blvd.

A series of surface parking lots, primarily serving the ITC complex, are located at the eastern end of the Open Space area. Sited on the land where HemisFair pavilions once stood, they serve as psychological and



*Looking west across ITC entrance plaza*

physical barriers between the Open Space Area and the ITC Area (*see pg. 40*). The removal of all of the surface parking impervious cover, the addition of open space and development of a stronger physical/visual connection between the two Plan areas is warranted. With the addition of appropriate signage and wayfinding, the path from the Tower to the ITC should be designed as a comfortable, logical path to encourage pedestrian travel beyond the Tower plaza.

### TOWER OF THE AMERICAS

With the planned consolidation of operations and redevelopment of the Tower of the Americas, stronger linkages between the Tower and surrounding land uses and facilities will be realized. Additionally, a plaza, integrating the existing water features at the Tower base, will create a direct relationship between Tower activities and future park development and usage. With the City's interest in providing restaurants at a range of pricing tiers, there may be the opportunity to experience an outdoor café setting near the base of the tower. With the anticipated increase in Convention Center, park and Tower users, a plan to provide additional parking at the northeastern end of the site will be important in addressing additional parking issues (*see Transportation pg. 55*).

Pedestrian and vehicular wayfinding (*see pg. 61*) and linkages to other facilities in this area (*see Tram pg. 59*) will provide much needed connections and conveniences for patrons, creating the critical mass of activity anticipated with this plan.



*Existing Tower Base (activity level to be expanded near Tower base)*



*Future dining experience settings*

*Evening event*

*Desired plaza space for relaxation*



## Zone 3 Summary

# OPEN SPACE/TOWER OF THE AMERICAS AREA

### OPEN SPACE STRATEGY

- Maximize open space
- Develop areas for relaxation and contemplation
- Provide shade and interactive water features for all ages
- Utilize park as “front yard” for the Henry B. Gonzalez Convention Center and provide outdoor amenities/performance/reception space, adequate public restrooms, security, lighting
- Provide infrastructure for special events/festivals
- Develop walking/jogging/bike trails
- Integrate public art into park redevelopment
- Program/promote ongoing activities – kiosks/cart sales, toy boats, street performers, frisbee throwing
- Consider possible long term strategic removal of non-historic/ temporary HemisFair buildings for additional open space – current uses could be relocated to edges of park for more accessibility and visibility
- Encourage compatible uses of historic and significant structures- need structural assessment of Women’s Pavilion

### CONNECTIONS

- Provide pedestrian link along Goliad Street connecting east and west ends of park
- Provide water feature through park to connect River link to Tower and Institute of Texan Cultures

### TOWER OF THE AMERICAS

- Improve wayfinding and parking for park and Tower at east end of Convention Center; consider incorporating parking in future expansion
- Integrate future uses of Tower into park and open space plans (i.e., special events, performance area, water features, tram access, etc.)



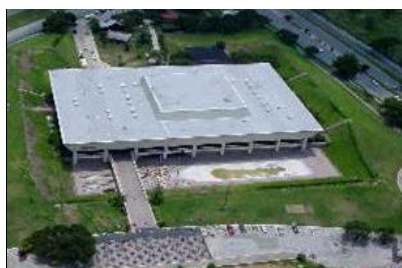
*Develop a park for the residents of San Antonio, and the visitors will follow.*

## 4 INSTITUTE OF TEXAN CULTURES AREA

*The HemisFair '68 exposition provided the San Antonio community with the opportunity to expose Texas to visitors from around the world. Today, the Institute of Texan Cultures (ITC) serves as the eastern "entrance" anchor of the HemisFair site, and as such, is the "first impression" of the park site for visitors arriving via IH-37 or from Durango Boulevard east..*



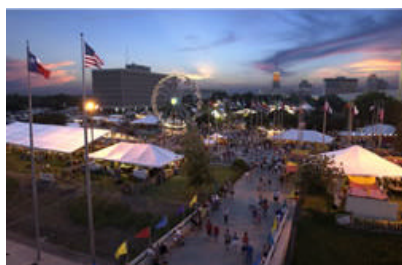
*"Confluence of the Civilizations:"  
represented through entrance water feature*



*ITC Structure - western plaza*



*Entrance to ITC parking from Tower plaza*



*Annual Folklife Festival event*

The strong architectural statement of the Institute building, with its massive surrounding berms was built to house the Texas Pavilion for HemisFair '68. The cultural exhibits remain today, operated by the University of Texas at San Antonio.

The ITC Area contains one dominant structure, a collection of small ancillary structures that serve as an outdoor living history museum setting, and a large surface parking lot area. The physical separation of this plan area, created by the placement of the adjacent parking lots [located in the Open Space Area] has done much to create a barrier to the visual and psychological connection with the other areas of the HemisFair site.

To provide a better physical connection to the other plan areas, it is recommended that the surface parking lots (west of the entry plaza) be eliminated in the future. Replacement parking could be accommodated in a new parking structure to be built on the surface parking lot east of the Federal Office Building. This would facilitate relocation of the outdoor exhibits, primarily those of the "Back 40" living history museum, currently situated to the east of the Institute, to the west side of the Institute, facing the park. Providing a visual connection for patrons visiting the interior of the park, this would also provide a continuation of the connection to the ITC facility. In addition, the possible expansion or extension of the Folklife Festival further west into the park area would also provide a better connection to the Open Space/Tower Area.

As the State's archival repository for multicultural education, the Institute offers tours, publications, a resource library and comprehensive photo collection, outreach program, extensive exhibits and teacher training. Public discussion recommended expanding and updating the ITC exhibits, while focusing the historical/cultural theme on San Antonio and the south Texas community.

In addition to updating its exhibits, the ability to more clearly define the mission of the Institute, in the context of the HemisFair redevelopment plan, was defined as critical to both the future success of the Institute and the entire Park site. It was stated that this could most effectively be accomplished through collaborations with other entities to introduce additional capital and expertise to reinvigorate this important HemisFair cultural anchor.



The City has, for many years, discussed the possibility, in partnership with affiliated entities, of developing a Regional Visitor's Center that would provide an orientation space for visitors to the greater San Antonio region. As a cultural center for visitors from Texas, the United States and abroad, the Institute of Texan Cultures is a potential location for a future site. This partnership with the Institute would enhance the visitor levels to both the Institute and the HemisFair site.



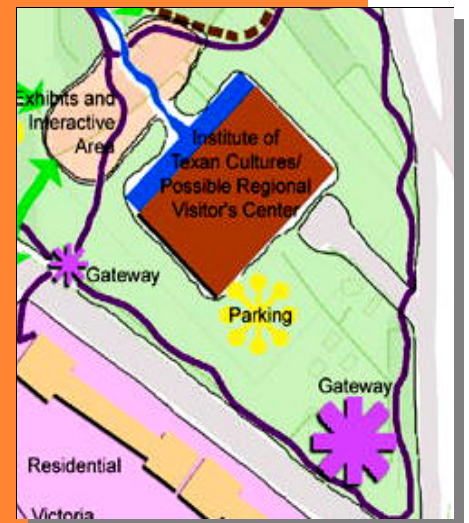
*Typical Visitor Center interior*

In order to establish a Regional Visitor's Center, parking and transportation to/from the site must be accommodated. In addition, with the desired potential of removing the existing surface lots that currently serve the ITC Area, it will be necessary to provide a parking alternative for the Institute (*see Transportation, pg. 65*).



## Zone 4 Summary INSTITUTE OF TEXAN CULTURES AREA

- Improve physical connection to the park
- Enhance/expand existing historical/cultural theme - focus on South Texas/San Antonio
- Update interior exhibits and activities
- Explore possible collaborations to improve cultural anchor
- Focus mission statement to align with Park redevelopment
- Relocate and expand outdoor exhibits/activities to park side of Institute
- Form partnerships to create Regional Visitor Center
- Expand Folklife Festival into park
- Provide easy vehicular and bus access and parking



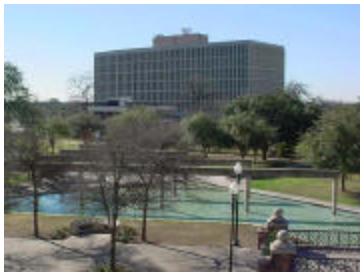
*HemisFair '68 exposed San Antonio and South Texas to visitors from all over the world - we should continue the cultural exchange.*

## 5 BOULEVARD NORTH AREA

*The area along the north side of Durango Boulevard contains much of the property currently owned by the Federal government. The John Wood Courthouse structure, and Adrian A. Spears Training Center functioned as the important U.S. Pavilion and Plaza during HemisFair. Federal funds have been appropriated for design of a new courthouse. The City is working with the General Services Administration to identify options for relocation of the Federal courthouse in the downtown area. This significant move is anticipated to take place by the end of the decade. With the move, a new use of this important HemisFair icon must be determined.*



*John Wood Courthouse*



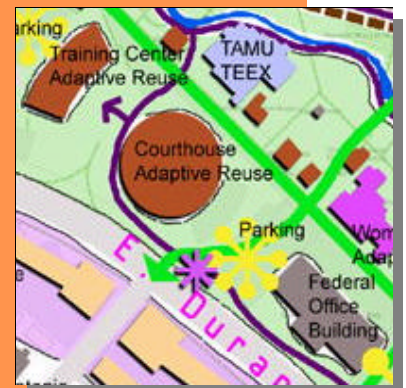
*Federal Office Building*

Public discussion focused on the reuse of the original U.S. Pavilion, a significant structure to the development of the Durango "boulevard." One alternative use is a combination of exhibition/office space to provide public, active use of the building, at least on the first floor space. Relocating the San Antonio Children's Museum to this space would offer better access, visibility, outdoor space and parking options. Another opportunity is the relocation of existing Park tenant uses to the park edges, or to space in the Boulevard North Plan area.

The north side of Durango also serves as a gateway to the park along the pedestrian access points. As such, it is important that the Open Space Area be treated as a continuum around any physical structures of the Boulevard North Area, so that the function of the park will be visually accessible to pedestrian and vehicular traffic along Durango Boulevard. Therefore, the urban design treatment of this linear gateway is critical to the success of the Plan.

### Zone 5 Summary BOULEVARD NORTH

- Coordinate with General Services Administration on planned relocation of Federal Courthouse and Training Facility
- Explore opportunities for adaptive re-use of Federal facilities
- Extend park area around buildings to Durango Boulevard
- Provide adequate, convenient parking for employees and visitors



*Durango Boulevard is an important east-west pedestrian connection - the urban design strategy must address the street.*

## 6 BOULEVARD SOUTH AREA

*The area south of Durango Boulevard, while not formally a part of the HemisFair Park Master Plan site, is identified in the Plan as an adjacent area important to the Plan's development. This land ownership in this area is currently held by only four entities - the San Antonio Housing Authority (the former Victoria Courts site), the City of San Antonio (small park site), the U.S. Federal Government (surface parking lots), and the San Antonio Independent School District property.*

The Lavaca neighborhood, which once included the HemisFair site, continues to thrive as one of San Antonio's oldest, intact neighborhoods. The neighborhood area addressed in this Plan has been designated as both a National Register District, and local Historic District, thus, any future development will require review by the Historic and Design Review Commission. Adjacent to, and part of the Boulevard South area is the new development on the former Victoria Courts public housing site. Designed as a new model of mixed income development, this 36 acre redevelopment, currently in its first phase of construction, offers the best opportunity to effect dense residential development highlighted in the public discussion. With over 600 units servicing all income levels, this site can act as a catalyst for future development opportunities on the federal parking lot sites.



*Looking southwest to Durango Blvd.*



*Looking northwest across SAISD parking*

Future recommendations for complementary development in the Boulevard South Area include dense, residential uses, at a scale which addresses the street and adjacent residential condition, and more mixed use, residential-related development toward the corner of S. Alamo Street and Durango Blvd. At this corner, lies the headquarters building and adjacent parking area for the San Antonio Independent School District (SAISD) offices. A future opportunity to consolidate their functions onto one area of the site, would free up the balance of the site for a high-profile, mixed-use project with structured parking, that would support the urban design needs of Durango Boulevard, and S. Alamo Street, with a use that also supports downtown residents.

### Zone 6 Summary BOULEVARD SOUTH

- Coordinate with Lavaca neighborhood and Durango Blvd. property owners on any future building or parking development
- Support recommendations for dense, mixed use, residential-related development types (4 stories along Durango, 2-3 stories facing neighborhood) with structured parking
- Support recommendation for dense, mixed use, neighborhood scale commercial, and/or limited office space
- Explore possibility of off-site structured parking for HemisFair visitors



*The southern edge should be defined by dense, residential development to support the Park...and the adjacent Lavaca Historic District.*

